

I hereby certify that this correspondence is being filed via
EFS-Web with the United States Patent and Trademark Office
on March 24, 2010.

TOWNSEND and TOWNSEND and CREW LLP

By:

PATENT
Attorney Docket No.: 16222U-011310US
Client Ref. No.: P-00857

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Paul Spaeth

Application No.: 10/660,328

Filed: September 10, 2003

For: OPT-IN/OPT-OUT IN LOYALTY
SYSTEM

Customer No.: 66945

Confirmation No. 5961

Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed November 24, 2009, please enter the following amendments and remarks.